



# Digital Gateway LU & EL Spec

## ✓ Artwork Production Spec

Advert/Slot Length: 10 seconds  
 Frames per Second: 25  
 Supported Format: mp4 or Jpeg

File Size: No larger than 2GB

## LU

Station	Resolution
Bank	1100 x 600 px
Charing Cross	1120 x 640 px
Kings Cross	1300 x 700 px
Liverpool Street	900 x 500 px
London Bridge	1300 x 700 px
Waterloo	1100 x 600 px
Canary Wharf (Double Sided)	864 x 480 px

## EL

Tottenham Court Road	1500 x 800 px
Farringdon	1440 x 800 px
Bond Street DGs (x2)	1760 x 960 px each

## ✓ Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date  
 The artwork needs to be supplied with the correct file name (format\_live date(ddmmyy)\_campaign name)  
 Please send artwork to [Digitaldelivery@global.com](mailto:Digitaldelivery@global.com)  
 Files larger than 10mb should be sent through an online transfer service such as wetransfer.com  
 We cannot guarantee the live date of a campaign if the delivery deadlines are not met

## ✓ Compliance & Approvals

All artwork is subject to approval  
 For the full set of guidelines, please visit [www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf](http://www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf)  
 We strongly recommend you review these fully before commencing production  
 If your ad contains flashing images, please take the flicker test at: [www.onlineflashtest.com](http://www.onlineflashtest.com)

## ✓ Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks  
 Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500

### Digital Delivery

For any artwork delivery or scheduling related questions, please contact: [Digitaldelivery@global.com](mailto:Digitaldelivery@global.com)

### Design Services

For any design needs or related queries, please contact: [Artwork.services@global.com](mailto:Artwork.services@global.com)